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| Contact: Tracey J W Ford  Phone +47 97198293  Email [info@norwia.no](mailto:info@norwia.no)  Skype norwia\_tracey | Kilgata 12  3217, SANDEFJORD  NORWAY |

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• Immediate release •

**Norwia Simplifies 4K Fiber Distribution @ IBC 2014**

*Demonstrates miniHUB™ solution for 4K/UHD 12G-SDI Fiber distribution*

**Norway, September 8th, 2014:**  Norwia AS, the leading supplier of next generation optical distribution products, today announced the latest addition to its AutoSFPTM family of products, its unique 4K/12G UHD-SDI solution. Norwia will launch and demonstrate the solution, which solves distribution challenges for higher bandwidth signals, at IBC (Hall 9, Stand C19).

The company has moved quickly to provide the 4K/UHD 12G-SDI solution for next generation standards that has already benefitted operators through flexibility and ongoing reductions in cost.

The distribution requirements for outside broadcasts change depending upon the event. One project may demand 16 channels of HD-SDI video while the next requires 12 channels of HD-SDI plus a Gigabit Ethernet channel. The miniHUB platform can handle both projects with ease, a single card can changed by simply swopping SFPs (Small Form Pluggable).

The AutoSFP functionality automatically configures the card instantly when the SFP’s are inserted. Just by swopping the SFP’s to Ethernet, AutoSFPTM automatically changes this product from a 1Gbit Ethernet link to optical transport in a matter of seconds. This eliminates the need for the user to maintain an extra card for Ethernet, reducing cost and increasing hardware ROI.

This flexibility makes Norwia solutions more cost-effective. This ability to repurpose for different applications in mere seconds is a unique benefit of Norwia’s AutoSFPTM.technology.

The new 4K/UHD 12G-SDI solution can be incorporated into existing miniHUB systems, including its CWDM multiplexed solutions.

“4K has been a hot topic for a number of years, but now it’s finally emerging as a true consumer proposition,” said Tracey Ford, Chief of Sales and Marketing, Norwia. “4K productions will become the norm and live TV productions, especially sport, will become increasingly dependant on 4K, with the result that much higher bandwidth signals will need to be contributed. The IBC launch of our 4K/UHD 12G-SDI solution provides a cost effective and simple to operate solution that provides the solutions broadcasters need to elegantly move to 4K.”

Visitors to the Norwia booth at IBC **(Hall 9, Stand C19– Amsterdam, 12-16 September 2014)** will be able to see the 4K/UHD 12G-SDI solution first hand and discuss the benefits with experts on site.

**Note to editors:** If you would like to make an appointment to meet Norwia at IBC 2014, please contact Catrin Owen, [catrin@platformpr.com](mailto:catrin@platformpr.com), +44 207 486 4900.

**About Norwia:**

Norwia is a hi-tech broadcast media equipment manufacturer with a mission to produce products of outstanding value and holds the brand name miniHUB™. Products are developed and manufactured in Norway and marketed globally. Norwia believes in placing the customer as number one as we take our industry knowledge and track record of innovation to the market.

Please visit our website [www.norwia.no](http://www.norwia.no)